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CARNATIONS

Fine New England Stock

Grown by

SIM CARNATION CO., Inc.

Saugus, Massachusetts

A. MILLER

J. MILLER

Foreword . . .

DURING the past few seasons, we have made a careful study of almost every variety of carnation in commerce today and of all new introductions. As a result of this study, we have purchased thousands of plants and have compiled the accompanying list of thirty-four varieties which we believe to be the very best varieties available which are not patented.

It is not expected that every one of these varieties will do equally well with you. You may grow with great success a variety which your neighbor can do nothing with. Your market may prefer one variety over another, or may reject a certain novelty color for which there may be a great demand on another market. Soil conditions, climatic conditions and cultural methods will influence greatly the results to be obtained. However, every one of these thirty-four varieties has proved itself to be of real commercial value and has been grown successfully by enough growers to justify our offering it to you.

There is no question but what the carnation has reached a new peak in popularity. Neither is there any doubt but what the most successful growers are those who have discarded their old, obsolete varieties and have purchased the newer, superior and far more profitable varieties introduced during the past few years.

We specialize in growing carnation plants for sale. We believe that we offer the largest assortment of fine varieties and colors of any firm in the country. Not only do we have the facilities for rooting upwards of 500,000 cuttings annually, but we have a force of men thoroughly trained in the fine art of properly handling this large quantity of stock. Our aim is not simply mass production, but quality. Our intention is that every purchaser shall be thoroughly satisfied.

This should mean a great deal to you. Here is a list from which you may select almost any variety you may want. You may be assured that the stock is carefully selected and properly handled by skilled growers. The prices are reasonable. And our money-back guarantee protects you and insures your satisfaction.

NEW VARIETIES FOR 1938

Each year we test about 500 new varieties of our own origination. From this number, we usually select about forty or fifty for testing during the following year. Of these, from two to four are later selected for dissemination. For years we have devoted one entire greenhouse and approximately 20,000 plants to this breeding and testing of seedlings.

This year we are offering four new seedlings of which we are especially proud. They are unquestionably the finest new varieties we have ever offered the trade at one time in our entire history. All four have been thoroughly tested in every way, and we do not hesitate to recommend their purchase. Any, or all of them, will aid you in your competition on the open market and will enhance your reputation as a grower of fine carnations.

PARAGON

A lovely, vivid deep pink. The color is slightly deeper than that of My Love, and it is more uniform throughout the season. The bloom has the same form as My Love, but is a little larger. The plants are heavier, stronger and less grassy than are those of My Love. The stem is long and strong. There is almost never any splitting, and there is far less fading than occurs with most of the present day deep pink varieties. Production is high, and keeping and shipping qualities are unsurpassed.

For several years we have tried to breed a deep pink carnation which would produce and keep as well as My Love, but which would be stronger and healthier and which would not fade or split as badly as do practically all existent deep pinks. We now have such a variety in PARAGON, and we are replacing our other standard deep pink varieties with it as rapidly as we are able.

NOTE: PARAGON is NOT a selected or improved My Love. It is a distinct variety, a cross of two of our own unnamed seedlings.

LUXURY

This is a medium sized bloom of bright scarlet with fringed petals and form similar to that of Spectrum Supreme, but not quite as large as Spectrum. It is not an exhibition bloom, but is a practical, money-making commercial carnation. It is outstanding because it has a long, substantial stem which is always erect and stiff, the calyx does not split, the blooms do not bleach or discolor at any time as do most available reds, and its production is not surpassed by any standard red variety. The plants are larger, bushier and heavier than those of Spectrum. They are vigorous and disease-resistant. The flowers are good keepers and shippers.

MAYTIME and DELICACY

Pictured and described on pages 6 and 7
\$15.00 per 100 \$125.00 per 1000

WHITE VARIETIES

ANTARCTIC. A very large white seedling, often reaching four inches or more in diameter. A remarkable producer for such a large variety. Plants are bushy and free. The stem is very long and stiff. The calyx almost never splits, although the flower is full centered. The blooms are of show quality and are excellent keepers and shippers. Awarded a bronze medal by the Massachusetts Horticultural Society in November at a time when most varieties are of rather poor quality.

\$12.50 per 100 \$100.00 per 1000

PURITY. Very large pure white flowers with high, full centers and beautifully fringed petals. The stem is long and wiry, and the plants are disease-resistant. This is an English variety, highly recommended by its originators. (Quantity limited. Not over 100 cuttings on one order.)

\$10.00 per 100

ETHEL. A fine new large pure white of undisputed merit and real commercial value. The plants are large and vigorous and produce an abundance of good quality blooms. Good keeper and shipper.

\$8.00 per 100 \$70.00 per 1000

PURITAN. This is probably the season's most sensational white offering. Introduced last year for the first time, it is doing splendidly everywhere. It is one of the best and most profitable of the newer whites. The plants are large and healthy. The stems are very long. The flowers are large and do not split their calyces. There is no discoloration in the bloom at any time. Production is unusually high and keeping qualities are excellent. We are happy to recommend it.

\$8.00 per 100 \$70.00 per 1000

WHITE MY LOVE. A pure white sport of My Love having the same characteristics as the parent plant. If My Love does well with you, you should certainly try White My Love. One of the finest commercial whites.

\$8.00 per 100 \$70.00 per 1000

PATRICIAN. A large, well known white which has proved its worth in all sections of the country. It is a high quality bloom yet is a splendid producer.

\$5.00 per 100 \$40.00 per 1000

IMPROVED MATCHLESS. A selected Matchless. Clean, vigorous plants producing an abundance of well-formed, medium sized blooms. Slightly flaked during the winter. A profitable variety.

\$5.00 per 100 \$40.00 per 1000

IVORY. A well known old favorite, and one of the heaviest producing varieties grown. It is our opinion that a few Ivory should be grown by every one regardless of how many other high quality whites you have. This is still one of the most profitable varieties in commerce.

\$4.50 per 100 \$35.00 per 1000

LIGHT PINK VARIETIES

AIDA. One of the finest varieties in the light salmon pink class. The blooms are very large and full, are borne on unusually straight, strong stems and have calyces which almost never split. Plants are very bushy and produce an abundance of fine flowers. AIDA was awarded a silver medal by the Massachusetts Horticultural Society.

\$8.00 per 100 \$70.00 per 1000

ELEANOR. A new light salmon pink of undisputed merit. A heavy producer of good sized blooms of high quality carried on long stems. Has very pleasing habits of growth. We recommend this variety highly.

\$8.00 per 100 \$70.00 per 1000

VIRGINIA. A fine carnation of Enchantress pink that has made a favorable impression everywhere. Every grower should have it. A good producer of high quality blooms, practically all of which are top grade. Unsurpassed for keeping quality.

\$6.00 per 100 \$50.00 per 1000

PETER FISHER. Lively rose pink, and the best variety in its color class. Slightly deeper shade than Virginia. Stems are long, calyces are firm, production is very high and the plants are vigorous and disease-resistant. Flowers are of medium size and are excellent keepers.

\$6.00 per 100 \$50.00 per 1000

MINA BRENNER. A flesh pink sport of Boston Ward. Has the same characteristics as the parent plant. A good commercial variety.

\$5.00 per 100 \$40.00 per 1000

YELLOW VARIETIES

MAINE SUNSHINE. The only clear yellow variety of any commercial consequence today. Flowers of good size, have fine, long stems, keep splendidly and are produced in abundance.

\$6.00 per 100 \$50.00 per 1000

GOLDEN WONDER. Probably the best of the yellow variegated varieties at present. It is sulphur yellow with deep pink pencilings. A charming shade, and a good variety.

\$6.00 per 100 \$50.00 per 1000



MAYTIME

A new, gorgeous, delicately shaded light pink which is undoubtedly one of the finest carnations in its color class to be introduced in many years. The color is slightly deeper than that of Virginia, and is more uniform throughout the petals and throughout the season. The bloom is beautifully formed, is full centered, symmetrical and is from 3 to $3\frac{1}{2}$ inches across. The stem is unusually long, straight and stiff. Production is high and constant: there is no cropping. The plants are large and upright, carrying no grass whatever and allowing of close planting. The flowers keep and ship perfectly. Blooms of MAYTIME have been shipped from Massachusetts to the West coast and arrived in perfect condition. MAYTIME will maintain its size, color, keeping quality and productiveness better than any other light pink with which we are familiar during hot spring weather.

COLOR—FORM—SIZE—STEM—PRODUCTIVENESS—KEEPING QUALITY

There are no restrictions on this fine variety

\$15.00 per 100

\$125.00 per 1000



DELICACY

For years there has been no really outstanding white variegated variety. We have bred several of them and have purchased others. None of them have been entirely satisfactory. Now we have produced DELICACY which we are confident will make this color a popular and profitable one.

The flower is unique in color and form. It measures about three inches across, it is perfectly symmetrical and has a high, very full center. The petals are slightly fringed and are pure white with dark pink pencilings. This penciling is heaviest in the center of the blossom, and this, together with the high, full center, creates a charming effect. The plants are large, low and bushy, but not grassy. The stem is of medium length and is always stiff and straight. The plants are especially vigorous and clean. The calyx is firm. Production is high and uniform. The flowers are truly remarkable keepers and shippers. We consider this to be the best white variegated variety we have ever had in our greenhouses.

There are no restrictions on this variety

\$15.00 per 100 \$125.00 per 1000

DARK PINK VARIETIES

KATHRYN. A new variety originated in the Denver area. Ward shade, and superior in many ways to Boston Ward or My Love. A fine flower of good form, size, color and keeping quality. Nice, erect plants, very free (Quantity limited. Not over 200 cuttings on one order.)

\$8.00 per 100

DICHLING. English variety with large, rich cerise blooms. Fine habit of growth, free and healthy. (Quantity limited. Not over 100 cuttings on one order.)

\$3.00 per 100

NEW DEAL WARD. A selected and improved Boston Ward. Flowers are similar to those of Boston Ward, possibly a little deeper in color. Plants are more vigorous and healthy. A very satisfactory variety.

\$6.00 per 100 \$50.00 per 1000

BOSTON WARD. Well known and widely grown deep pink, probably the most important commercial deep pink up to the present time. Is much superior to its parent Mrs. C. W. Ward. A heavy producer of fine blooms much in demand on every market.

\$5.00 per 100 \$40.00 per 1000

MY LOVE. Next to Boston Ward, this is probably the best known and most widely grown of the deep pinks. A deeper shade and more symmetrical bloom than that of Boston Ward. A very heavy producer and a wonderful keeper.

\$5.00 per 100 \$40.00 per 1000

CRIMSON VARIETIES

WOBURN. This is unquestionably the outstanding variety in its color class. Practically every flower is of top quality. The blooms are large and full, the calyx never splits, the stem is long and strong and the plants make a strong growth. This variety will bring premium prices at all times on the large markets.

\$7.00 per 100 \$60.00 per 1000

JOHNSON'S CRIMSON. By the same grower as Woburn. Color of the blooms is the same. Flowers are slightly smaller. The plants are larger and freer, blooming much earlier than Woburn and producing twice as many flowers. Will probably pay as good, or better, returns as Woburn.

\$6.00 per 100 \$50.00 per 1000

RED VARIETIES

GRENADIER. A new brick red seedling, the color of old Spectrum. Beautiful habits of growth. The plants are large, bushy, free of grass, very vigorous and healthy. Stems are long and stiff, the calyx is firm, the blooms are of good size and are nicely formed. Good keeper. Very heavy producer.

\$10.00 per 100 \$80.00 per 1000

SCARLET MONARCH. A fine quality deep scarlet. The flowers are large and full and are carried on long, straight stems. Will command premium prices over a large part of the season.

\$6.00 per 100 \$50.00 per 1000

SPECTRUM SUPREME. One of the heaviest producing of the red varieties, and still the most common commercial red.

\$6.00 per 100 \$50.00 per 1000

ROBERT ALLWOOD. Vivid scarlet English variety. Has created much favorable attention in many markets, and has won numerous awards everywhere. Its originators (Allwood Bros.) claim it is the world's finest red carnation.

\$6.00 per 100 \$50.00 per 1000

NOVELTIES

SAGAMORE. Bright orange seedling having petals tipped with red. Its charming color blends beautifully in floral arrangements. We know of no other variety of this same color. Well formed flowers of medium size borne on long, stiff stems. Good producer. Never splits its calyx. Fine, vigorous plants.

\$8.00 per 100 \$70.00 per 1000

BARBARA BRIGHAM. A lovely orange variegated sport of Golden Wonder. A most attractive color. Has the same characteristics as the parent plant. One of the finest of the novelty shades.

\$8.00 per 100 \$70.00 per 1000

DISCOVERY. Rich velvet purple with edges fading to mauve or Tyrean pink. One of the most unusual shades ever offered in carnations. A fine variety for the better class market. Good sized flowers borne on erect stems. Pleasing habits of growth. Fine production. A novelty well worth trying.

\$7.00 per 100 \$60.00 per 1000

DIMITY. One of the best of the English varieties. White petals with claret pencilings. Excellent producer of high quality blooms. Fine, large plants, excellent stems and splendid keeping quality. (Quantity limited. Not over 100 cuttings on one order.)

\$7.00 per 100

POMPON CHRYSANTHEMUMS

During the past few years we have grown from 35,000 to 40,000 pompons annually. These were grown wholly for cut flowers, and we have never made any attempt to propagate more cuttings than we required for our own use. From the very first, our plants have been outstanding, and the requests for cuttings from local growers familiar with our stock have been so numerous that this year we have decided to list for sale a limited quantity of cuttings of those varieties which have been the most successful with us.

These pompon cuttings carry the same guarantee as do our carnation cuttings. If they are not entirely satisfactory, we will gladly replace them or return your money. They are very vigorous, well rooted and absolutely free of any diseases or insects. There will not be a weak, spindly or dirty cutting amongst them. Delivery starts on the first of March. Prices on all varieties are:

\$3.00 per 100 \$27.50 per 1000

WHITE

EARLIWHITE (LF) Oct. 10
 SEA GULL (LF) Nov. 1
 CORDOVA (LF) Nov. 20
 GARZA SUPREME (An.) Dec.

YELLOW

IMPROVED RODELL (LF) Earliest yellow. Oct. 20
 FLETCHER (Daisy) An excellent variety. Oct. 20
 YELLOW FELLOW (LF) Nov. 15
 SUNSHINE (An.) Nov. 20
 YELLOW GODFREY (Daisy) Nov. 25
 MODENA (An.) Nov. 30

PINK

ALICE (LF) Nov. 1
 PINK GODFREY (Daisy) Rose pink. Nov. 20
 DARK PINK GODFREY (Daisy) Color of Alice. Nov. 20
 VALENCIA (Daisy) Rose pink. Nov. 25
 TONQUIN (LF) Rose pink. Dec. 10

BRONZE

MELBA (Daisy) Red bronze. Nov. 1
 BRONZE GODFREY (Daisy) Yellow bronze. Nov. 20
 ROLINDA (An.) Orange bronze. Nov. 20
 LEGAL TENDER (LF) Golden bronze. Nov. 20

SPECIAL

TOPKNOT (An.) Rose pink petals. Creamy white cushion. Nov. 5
 NORMA (An.) Orchid petals. Golden pink cushion. Nov. 10

ABBREVIATIONS

(LF) Large flowering type (An.) Anemone type (Daisy) Daisy type

An Apology.....

We had originally planned that this catalog would be ready before the first of October, but a series of unforeseen events prevented our securing the color plates for our booklet.

Carnations came into flower very late this year, and we were compelled to wait for blooms to photograph. Next, although we were under the impression that we were employing the most skillful engravers in this section, we encountered all kinds of delays with the engraving.

Not only were we unnecessarily delayed, but the finished plates were very unsatisfactory. They did not show the detail of the flowers nor their true color. We were very disappointed, for we wanted you to see the real beauty of these two lovely seedlings.

We contemplated showing the pictures in black and white, but we did not want to do that. We could not wait three more weeks to have new color plates made. Finally we decided to print the plates as they were, and to offer this apology.

We will endeavor to show these varieties at as many meetings and exhibitions as possible this winter so you may perhaps have an opportunity to see the flowers themselves.

Sim Carnation Co., Inc.

The following are a few of the scores of unsolicited testimonials which we have received from growers concerning our newer varieties. These deal principally with MAYTIME, for it was the first of the new varieties to be sent out on trial or sold.

“About your MAYTIME, I should like to inform you that I am very satisfied with this variety. It seems to me that this is the best commercial variety we have ever received from America.”

OTTO DELLINGER
Emmishofen, Switzerland

“We are very glad to tell you that out of the total number of cuttings received from you we have lost only seven. We think that is extraordinarily good, and have not received a finer lot of cuttings from America at any time. All the varieties supplied are doing well, and we are especially pleased with MAYTIME”

NAPIERS CARNATION NURSERIES
Taunton, England

“Just a line about MAYTIME blooms you sent me. They were the most beautiful blooms I have seen. I kept them 21 days and they were just as perfect and fresh as the day I received them. I have never seen anything like it for keeping.”

EDW. J. SCHROEDER
Glen Arm, Maryland

“We received the carnation blooms from you Saturday and they had been out of water for five days while in transit. All of them filled out in wonderful shape, and to see them today (four days later) you would think they were our own stock fresh from the greenhouse. PARAGON, we believe, is a remarkable keeper, and it is certainly worth a good trial. MAYTIME is a color we are greatly interested in.”

OLYMPIC VIEW FLORISTS
Seattle, Washington

“We want to thank you for the fine stock that you supplied to the Hillside Gardens at N. Caldwell, N. J. Mr. Lutz of the Hillside Gardens had never in his growing experience seen or handled carnation cuttings that were as fine. He asked us to write and tell you how pleased he is, and to say that he can highly recommend the stock from your place.”

NEW WHOLESALE FLORAL Co.
Newark, N. J.

“MAYTIME produced 12.2 blooms per plant with 3% splits. All splits came early in the Fall and early in the Spring. PARAGON produced 11.8 blooms per plant and only 2% splits and off-colored blooms. SAGAMORE produced 14.5 blooms per plant with less than 1% second grade blooms. This was for a 7½ month crop.”

J. CHAS. MURPHY
Cincinnati, Ohio

QUARANTINES

We are rated by the U. S. Department of Agriculture as a CLASS 1 establishment, free of Japanese Beetles and authorized to issue certificates guaranteeing the condition of the stock we sell. If you are a classified grower within the quarantine area, you will require such certificates. These will be issued ONLY WHEN YOU REQUEST THEM AT THE TIME OF PLACING YOUR ORDER. We are not allowed to issue them after shipment has been made, and we cannot issue them unless you request them. Shipments outside of the quarantine area automatically carry certificates, and no request for them need be made. Being a CLASS 1 establishment, we are not required to wash the soil from the roots of the plants nor treat them chemically in any way. Thus you are assured of securing clean stock in the best possible condition.

GUARANTEE

Every cutting sold by us is carefully selected from clean, vigorous plants by specially trained men. There are no top or leggy cuttings which are likely to produce poor flowers. There are no hard cuttings taken from the bases of the plants and which are slow and subject to disease. These cuttings are all treated with potassium permanganate then rooted cool and slow in clean, government inspected sand which is also treated with potassium permanganate. No sand is used for more than one lot of cuttings.

We cannot, of course, guarantee results, but we can and do guarantee that every cutting you buy from us will be a well-formed heel cutting of good size, healthy, well-rooted, expertly packed and satisfactory in every way. We positively guarantee to replace without hesitation any cuttings which fail to meet with your approval.

WARNING

Experience has shown us that most of our orders will be received during January and February and that the majority of these orders will call for immediate delivery. A great many thoughtful growers will place their orders far in advance and thus be assured of delivery on the date that they want their stock. As all orders are filled in rotation, it is obvious that during the rush season there are certain to be some delays and disappointments on last minute orders. For your own protection, to assure delivery when wanted and to avoid the possibility of our being sold out of the variety you want, we urge you to place your order at the earliest possible moment.

TERMS

PRICES in this booklet are for the trade only. Prices to private estates and others outside the trade will be 20% additional.

TWO HUNDRED FIFTY CUTTINGS, or more, of any one variety are billed at the 1000 rate.

SMALL ORDERS are welcomed, but prices on all orders for 50 cuttings or less of any one variety will be 20% more than the cost per cutting at the 100 rate. No orders will be accepted for fewer than 25 cuttings of any one variety.

SPECIAL RATES. On all orders of 2000 cuttings, 10% may be deducted from the list price, provided that not more than ten varieties are ordered. Write for special prices on all orders for more than 2000 cuttings.

DISCOUNTS. We allow a 5% discount if cash accompanies the order or if the order is shipped C.O.D. A discount of 2% is allowed if payment is made within ten days of the date of shipment.

PAYMENTS must be made on or before the 20th of the month following the date of shipment unless previous arrangement has been made in writing with us.

CLAIMS must be made in writing to us within 24 hours after receipt of the shipment. This is only in case of inferior stock. We are not responsible for damage to stock in transit. If stock is frozen, crushed or otherwise damaged in transit, claim should be brought at once against the transportation company. No claims will be entertained by us for any reason whatever unless we have been advised within 24 hours after purchaser has received stock. If you think that our stock is not as it should be, let us know at once. Do not experiment with it and later advise us that it was not satisfactory.

CARRIAGE AND PACKING. There is no charge for packing, but carriage charges are paid for by the purchaser in all cases.

SHIPMENTS will be made by Railway Express unless otherwise instructed. In the majority of cases, this is the most economical and satisfactory method of shipping.

NOTICES will be mailed you upon receipt of your order if we are unable to ship immediately. If we can fill your order within one week of its receipt, no acknowledgment will be sent. Invoices are mailed the day that shipment is made, therefore no additional notice is necessary.

FOREIGN ORDERS must be accompanied by cash with allowance for carriage charges and differences in exchange. If special permits are necessary, these should be secured and forwarded to us with the order. We have shipped plants successfully to all parts of the world, but very often delays and expense may be avoided by a word of advice from a purchaser regarding customs requirements, best routes, etc.

IMPORTANT. Address all communications, send orders and make checks payable to the SIM CARNATION CO., INC., Saugus, Mass.